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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number 10/066,811

Filing Date February 4, 2002

First Named Inventor Thomas E. Ward III

Art Unit 2623

Examiner Name Fred H. Peng

Attorney Docket Number IS/074 Cont. 4

ENCLOSURES (Check all that apply)☐ Fee Transmittal Form☐ Fee Attached☒ Amendment/Reply☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☐ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Reply to Missing Parts/
Incomplete Application☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a
Provisional Application☐ Power of Attorney, Revocation
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) _____☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board
of Appeals and Interferences☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s) (please identify
below):
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name Ropes & Gray LLP

Signature

Printed name Brian E. Mack

Date September 19, 2007

Reg. No. 57,189

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.
Application No. : 10/066,811 Confirmation No.: 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENT RESPONSIVE TO EPG
INFORMATION
Art Unit : 2623
Examiner : Fred H. Peng

New York, New York 10036
September 19, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Responsive to the Office Action mailed June 19, 2007,
(hereinafter "Office Action"), applicants respectfully request
reconsideration in view of the following remarks.

Remarks begin on page 2 of this Reply.